

ISSUE/CAMPAIGN:

OUTREACH AND DISTRIBUTION

HOW WILL YOUR MEDIA REACH YOUR AUDIENCE?

Empty box for Issue/Campaign

Empty box for Ideologies

Empty box for Impact



IDEOLOGIES

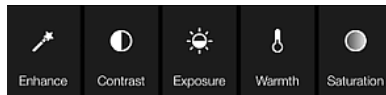
WHAT ARE YOUR BELIEFS AND VALUES AROUND THIS ISSUE?

MESSAGE

WHAT STORY DO YOU WANT TO TELL?

STRATEGIES & TECHNIQUES

WHAT STYLE/GENRE WILL YOU TELL YOUR STORY IN?



IMPACT



HOW WILL IT MAKE YOUR AUDIENCE FEEL?



WHAT WILL IT ASK YOUR AUDIENCE TO DO?

AUDIENCE

WHAT GROUP OF PEOPLE DO YOU WANT YOUR STORY TO REACH?



POWER

WHAT RESOURCES CAN YOU USE TO MAKE THIS HAPPEN?

Empty box for Power

Empty box for Outreach and Distribution

Empty box for Strategies & Techniques

Empty box for Audience

